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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/800,146	03/11/2004	Timothy Roberts	12729/41	6790

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BRINKS HOFER GILSON & LIONE / YAHOO! OVERTURE
.P.O. BOX 10395
CHICAGO, IL 60610

EXAMINER

GARG, YOGESH C

ART UNIT	PAPER NUMBER
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3625

MAIL DATE	DELIVERY MODE
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09/04/2007

PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	Application No. 10/800,146	Applicant(s) ROBERTS ET AL.	
	Examiner Yogesh C. Garg	Art Unit 3625	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 22 June 2007.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-4,8,13,14,23-27,33,34 and 36-39 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-4,8,13,14,23-27,33-34,36-39 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
- * See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)
Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

Response to Amendment

1. Applicant's amendment filed on 6/22/2007 is acknowledged. In Remarks, page 9, line 2 the information "rejected claims 1-7" is incorrect and should be corrected to --- rejected claims 1-4—because claims 5-6 are withdrawn. Claims 14, 1323,24,27, 36-39 are amended. Claims 1-4, 8, 13, 14, 23-27, 33-34 and 36-39 are pending for examination.

Response to Arguments

2. Applicant's arguments with respect to currently amended claims 1-4, 8, 13, 14, 23-27, 33-34 and 36-39 have been considered but are moot in view of the new ground(s) of rejection necessitated due to current amendments.

3. Examiner cites particular columns and line numbers in the references as applied to the claims below for the convenience of the applicant. Although the specified citations are representative of the teachings in the art and are applied to the specific limitations within the individual claim, other relevant and related passages and figures may apply as well. It is respectfully requested that, in preparing responses, the applicant fully consider the other relevant and related passages and figures in the cited references as potentially teaching all or part of the claimed invention, as well as the context of the passage as taught by the prior art or disclosed by the examiner.

Claim Rejections - 35 USC § 102

4. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

Claims 1-4, 8, 13-14, 23-27, 33-34 and 36-39 are rejected under 35 U.S.C. 102(b) as being anticipated by Jammes et al. (US Pub: 20060190355 A1), hereafter Jammes.

Regarding claim 1, Jammes fairly and substantially discloses a method for managing a store implemented on an Internet, the method implemented on a computerized self-service platform and comprising:

storing information concerning products offered for sale through the store in a product database, storing information concerning a presentation of the store to customers in an e-commerce storefront (see at least paragraph 0013);

presenting, on the e-commerce storefront, the information concerning the products that is stored in the product database based on store tags in the e-commerce storefront that reference the product information in the product database (see at least paragraph 0018 and Fig.9 wherein icons such as "Clothing", "Blouses", represent the claimed store tags);

providing an interface for assisting a user to update the product database; and updating the presentation of the store on the e-commerce storefront in real-time after the product database is updated (see at least paragraph 0219 and 0269)

Regarding claim 2, Jammes teaches that the self-service platform is accessible by the user through a web URL (see at least paragraph 0086 and Fig.2, web server 106 provides the self-service platform and is accessed by the user through a web URL).

Regarding claim 3, Jammes suggests that the step of storing information concerning a presentation of the store comprises: storing a web page for a storefront of the store in the e-commerce storefront (see at least paragraph 0013)

Regarding claim 4, Jammes suggests that the method of claim 3 wherein the web page includes a store tag, the store tag referencing information stored in the product database (see at least paragraph 0018 and Fig.9 wherein icons such as "Clothing", "Blouses", represent the claimed store tags).

Regarding claims 8 and 13, Jammes teaches that the method of claim 1 wherein the step of storing information concerning products offered for sale comprises: storing said information in at least one table, each table in the at least one table organized into a plurality of items with at least one item in the plurality of items having at least one

option (see at least paragraph 0130 and Tables 6 and 7 which show product information is stored in organized tables.) and assisting the user to define a plurality of groups within the product database, wherein the user can manipulate the product database by manipulating the plurality of groups (see at least paragraphs 0130-0133, 0140-0143 , 0237-0255 Tables 6,7, and 10-14 which disclose storing information and defining plurality of groups, such as product family table and product variant table and these are used and manipulated by the clients .).

Regarding claim 14, Jammes discloses storing catalog-related information in a product catalog and storing inventory-related information in inventory records (see at least paragraph 0013 which shows that product catalog information is stored on web pages and inventory related information in product database.).

Regarding claim 23, Jammes teaches updating the store in real-time as the user publishes edits to the product database (see at least paragraphs 0263-00269, " Updating information about Groups and Products.....")

Regarding claims 24-27, 33-34, and 36-39, their limitations are closely parallel to the limitations already covered in claims 1-4, 8, 13-14 and are therefore analyzed and rejected on the basis of same rationale.

Conclusion

5. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure. Hager et al. (US Publication 2004/0225578 A1, see at least paragraph 0028) discloses disclose electronic storefronts including storing product information and Ries et al. (US 20040217985 A9, see at least paragraphs 0082, 0088 and 0104) discloses electronic storefronts including storing product information and updating the web pages representing the store front and the product data.


6. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Yogesh C. Garg whose telephone number is 571-272-6756. The examiner can normally be reached on Increased Flex.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Jeffrey A. Smith can be reached on 571-272-6763. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.


Yogesh C Garg
Primary Examiner
Art Unit 3625

YCG
8/20/2007